

Application for  
**IAPH Communications Award**  
Theme: Non-customer stakeholders

**Title of the Project:**  
**Hafen TV – The TV Format of the Hamburg Port Authority**



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**Summary of the project:**

Hafen TV is a format that the Hamburg Port Authority (HPA) co-produces with Hamburg 1, a local TV channel. The television programme presents news from the Hamburg Port Authority and the port industry as well as developments and expansion projects of wider-ranging importance. Hafen TV is an important communications instrument of the Hamburg Port Authority actively used to enhance the authority's image. It offers a platform where people from the port industry can have their say and give authentic insights into their business. Hafen TV aims to communicate to the public even complex subjects in an illustrative and comprehensible way. Apart from having a fixed airing slot on Hamburg 1, the HPA has also launched its own YouTube channel which is highly successful.



Every fortnight the latest stories from the port of Hamburg

### 1) What was it all about – when was it conducted? (background)

Hafen TV is a fortnightly television programme that showcases documentaries and interviews from the port of Hamburg. The 12-minute long reports are produced by the Hamburg Port Authority (HPA) in close co-operation with Hamburg 1, a local TV channel.

The programme presents news from the port industry and the HPA and informs about developments and expansion projects. On top, the programme features activities and festivals which, apart from emphasising the economic importance of the port, also depict it as an attractive tourist destination that offers a lively cultural environment. The HPA and Hamburg 1 make it a point that people are at the forefront of the format – as such, for example, dockworkers and engineers are accompanied and portrayed during their everyday work to give outsiders a better understanding of their projects.

Hafen TV makes the public to want to learn more about the port, explains how the port operates and sheds a positive light on it.

Hafen TV researches and prepares a wide range of port topics and relays them to the population in a journalistic context. The editorial office and presenter pursue the joint aim of making even complex subjects easy to understand by presenting them to the audience in an illustrative and comprehensible way.



Madita van Hülzen is the voice of Hafen TV. She explains the complex contexts in a charming, comprehensible and refreshing way

Hafen TV helps to make the port more attractive, improve the HPA's image and gets people to notice it. On top, Hafen TV helps to explain the HPA's range of duties and creates awareness for its manifold responsibilities.

This kind of controlled communication also allows potentially conflict-laden topics to be introduced and presented from a port planner's perspective.

The Hamburg Port Authority defines the topics and invites stakeholders for interviews. Thus, the HPA plays a pivotal part in designing the content of the TV programme.

Hafen TV is broadcast at regular intervals: every second Friday at 5.45 p.m., 6.45 p.m. and 7.45 p.m. On top, it is aired on television several times and announced in trailers.

To reach an even wider audience and make the individual Hafen TV broadcasts available at any time, the HPA has started its own YouTube channel and it is now possible to call up the programme on the internet at: [www.youtube.de/user/hamburgportauthority](http://www.youtube.de/user/hamburgportauthority)

Hafen TV can also be watched on the homepages of the HPA and Hamburg 1.



Always up to date: users can visit the Hamburg Port Authority's YouTube channel and watch all Hafen TV broadcasts

Port-related issues and the HPA thus are a constant on various media channels. The YouTube channel allows users in Germany and all over the globe to learn more about topics revolving around the port of Hamburg. It generates an important multiplier effect for Hafen TV.



Hafen TV has been broadcast since November 2009 and on 01 January 2011, a YouTube channel was launched to supplement the TV programme. Up until today around 80 shows on a diverse range of subject have been aired. Viewers' interaction on the YouTube channel and feedback from Ham-

burg 1 indicate that the films are very popular and the port of Hamburg is an interesting source for stories.

## **2) Why was it conducted? (purpose/objective)**

Port-related development, (complex) construction projects and emissions often are the subject of public debate or hot discussions by various interest groups (residents, users/parties affected, politics...) and not always perceived in a positive way. The Hafen TV format helps to create awareness for the aims of the projects, takes a look behind the scenes and lets experts have a say.

Hafen TV is a part of the HPA's integrated corporate communication system. The programme actively supplies information and delivers messages to the population, and individual viewers act as a multiplier by sharing their knowledge about the latest developments in the port. The HPA uses the format to improve the image of the authority and the port (as an industrial site). Port operations are highly complex. Hafen TV sheds a light on the happenings in one of Europe's biggest sea ports, provides background information and explains the contexts in a way that citizens get an idea of how important the port is for Hamburg and Germany as a business site.

It offers the HPA the opportunity to present corporation-relevant content in a targeted way and journalistic context, thus proactively influencing the way it is perceived. Both the TV channel, Hamburg 1, and the YouTube channel are used to present to the population a programme the content of which can be designed and monitored, thus doing away with the need of solely having to rely on favourable media coverage. This makes Hafen TV an important addition to "common" media reporting.

Furthermore, the port is often perceived as a closed world which citizens rarely have a glimpse into. Hafen TV changes that by showing and reporting on the many facets of the port, documenting processes and giving an insight into various companies.

Hafen TV helps to make the port of Hamburg more attractive and less distant, thus conveying its significance as the economic heart of the metropolitan region of Hamburg in a palpable way.



What's going on on my favourite beach?  
Hafen TV informs about sand disposals  
at Hamburg's River Elbe beach

Furthermore, Hafen TV is a modern way of maintaining contacts to the port industry and strengthening the identification of the HPA staff with their employer at the same time.



Christiane Muruszach is in charge of the entire road network  
of the Hamburg Port Authority. She has often been in front of the  
camera for Hafen TV

Hafen TV conveys knowledge about the port in an extensive and entertaining way. What are the processes like? Who are the people behind it? What kind of projects are going on? The broadcast helps to make the population understand why certain port-political decisions are necessary. People are regularly updated of port developments and they learn that the port is an efficient, safe, sustainably operating and job-creating centre of performance for Hamburg and the region. In this context the name of the Port Authority in charge is established in Hamburg and its reputation as a competent contact point for all questions around the port is strengthened.



Grain is made into flour - Hafen TV shows processes and working steps in the port of Hamburg

### **3) For whom was it intended and targeted? (beneficiaries/audience)**

Hafen TV's main target group is the population of the metropolitan region of Hamburg. In addition, the YouTube channel and new Net-TV offers by Hamburg 1 are also geared toward port-interested viewers all over Germany who act as a kind of multiplier for the port of Hamburg and its economic importance.

The format creates a link between the HPA, the port industry and the population – the closeness of the port to the city is featured and a dialogue with the population is sought.

### **4) How was it designed, planned and implemented? (methodologies)**

The Hafen TV format is produced in close co-operation with Hamburg 1, a TV channel.

Hamburg 1 produces the Hafen TV format - from pre-production through to post-production and transmission, including the technical aspects of getting a show on air. A cameraman and an assistant take charge of the contributions. The programme is always hosted by the same presenter (Madita van Hülzen) who also communicates the subjects, thus enhancing the recognition value of the programme.

The HPA is responsible for the preparation and planning of the programme content. One employee from the HPA's marketing and communications division (Christian Pieper) conducts research on the topics, discusses them with internal and external parties involved, sets a shooting schedule and deadlines, and accompanies the crew on location. The programme is broadcast only after the HPA has given its final approval.

The complementary and close co-operation ensures that Hafen TV communicates the interests of the HPA as well as that the quality is monitored throughout the entire production process.

### **5) How effective and successful was it? (Evaluation/analysis)**

Hafen TV has become a constant on Hamburg 1's television programme. In a survey conducted by the broadcaster around 17% of the people polled in 2011 stated that they particularly liked the format of Hafen TV. Hamburg 1 is Germany's most successful metropolitan channel that can be received by around 1.9 million households.

Add on to that the fact that the YouTube channel of the HPA is becoming more and more popular. It is now visited by more than 150,000 film viewers and has over 235 subscribers, which clearly shows that interest in topics revolving around the port is high among the population.

In 2011 Hafen TV was voted best regular TV magazine and awarded the "METROPOLITAN" - a German TV award for the best regional private television programmes - presented annually by Metropolitan e.V. 2011 saw a total of 60 entries in five different categories.

More and more enterprises active in port-related business use the moving-picture material of Hafen TV to link it to their homepage.

Extensive secondary use of the broadcasts at trade fairs, press conferences, for presentations and as DVDs brings the topics to a wider audience and raises awareness levels among the population.



The Hamburg Port Authority welcomes its guests with Hafen TV: at the reception area several screens show the programme



Hafen TV – the TV format of the Hamburg Port Authority

